

nickelodeon



SUPPLEMENT GUIDE 2024

CONTENTS

<i>THEMATIC OVERVIEW</i>	<i>3</i>	<i>ICONS</i>	<i>17</i>
<i>CHARACTER BIO</i>	<i>4</i>	<i>GRAPHIC ELEMENTS</i>	<i>21</i>
<i>CREATIVE ESSENCE</i>	<i>5</i>	<i>BADGES</i>	<i>22</i>
<i>KEY PHRASES</i>	<i>6</i>	<i>TYPE TREATMENTS</i>	<i>24</i>
<i>CHARACTER CG POSES</i>	<i>7</i>	<i>PATCHES</i>	<i>28</i>
<i>CHARACTER VECTOR POSES</i>	<i>9</i>	<i>COMPOSITIONS</i>	<i>33</i>
<i>SIZE GUIDE</i>	<i>11</i>	<i>BACKGROUND</i>	<i>35</i>
<i>COLOR CALLOUTS</i>	<i>12</i>	<i>HOLDING SHAPES</i>	<i>36</i>
<i>LOGOS</i>	<i>14</i>	<i>PATTERNS</i>	<i>37</i>
<i>FONTS</i>	<i>15</i>	<i>DESIGN RULES</i>	<i>39</i>
<i>COLOR PALETTE</i>	<i>16</i>	<i>LEGAL</i>	<i>40</i>

THEMATIC OVERVIEW

PROPERTY SUMMARY

When Bull Mastiff, Boomer, and his ferret friend roll into Adventure Bay they're both eager to show everyone that they're the loudest, meanest monster truck drivers ever including being as destructive as possible!

How will Ryder and the pups stop Boomer?

With all new, spinning, crashing, jumping, climbing, hauling RESCUE WHEELS of their own with graphic suits to match!

Together, with their new, highly skilled, Rescue Wheels female pup pal Roxi, Ryder and the pups will put on a spectacle of their own as they stop Boomer and take on rescues in extreme environments only their new RESCUE WHEELS can get them to.

When you have mega, monster sized missions, you need RESCUE WHEELS!



CHARACTER BIO



ROXI

Roxi is a spunky, rough-and-tumble Samoyed! Tenacious and determined, Roxi spends nearly all her time honing her skills and modifying her ride to push the limits of what she and her truck can do.

With her big heart – and bigger wheels – she can go places no one else can go, to help people no one else can help and thanks to her truck’s awesome wall-climbing tires and show-stopping confetti cannons, there’s no one who could do it with more style than Roxi!

CREATIVE ESSENCE & GUIDING PRINCIPLES FOR CP DEVELOPMENT

For the purposes of Product Development, the essence of PAW Patrol is...

- A hilarious team of puppy heroes
- Rescues
- High-tech gadgets and vehicles

Product concepts should reflect this by...
1 - Focusing on the puppy heroes

To capture the idea of teamwork, try to include more than one pup (when the whole team can't be shown, focus on Marshall and Chase, followed by Rubble). When the entire team is shown, Skye should be included in the grouping. Skye should also be included in content-driven products like books and videogames. If included, Ryder should always be shown with one or more pups, and the focus should be on the four-legged heroes, not the human.

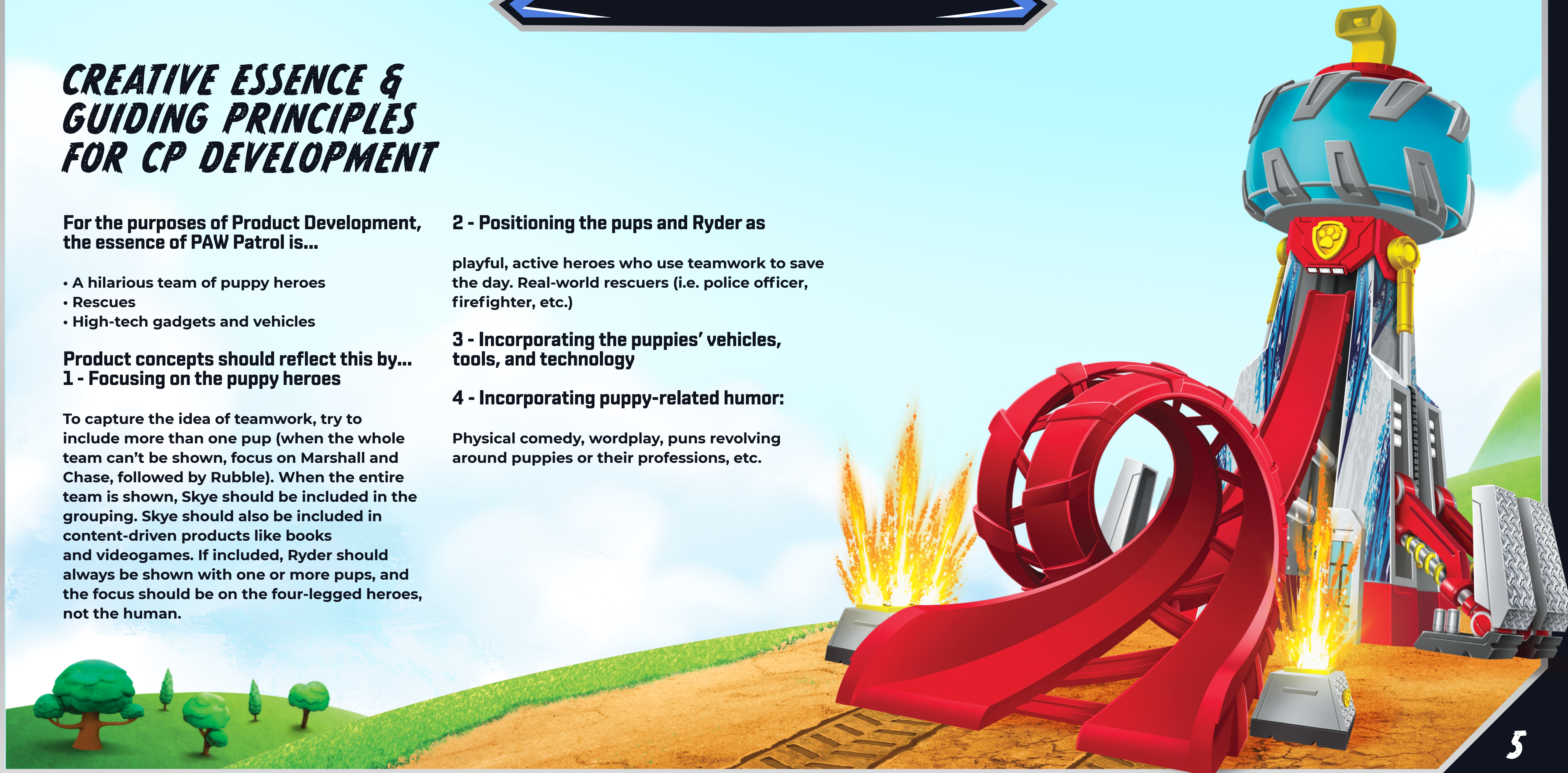
2 - Positioning the pups and Ryder as

playful, active heroes who use teamwork to save the day. Real-world rescuers (i.e. police officer, firefighter, etc.)

3 - Incorporating the puppies' vehicles, tools, and technology

4 - Incorporating puppy-related humor:

Physical comedy, wordplay, puns revolving around puppies or their professions, etc.



KEY PHRASES

- ***ROLL INTO RESCUES!***
- ***RESCUE WHEELS COMING THROUGH***
- ***NO FEAR, RESCUE WHEELS ARE HERE!***
- ***RESCUE WHEELS RULE!***
- ***RESCUE CALLS!***
- ***VROOMIN' RESCUE WHEELS***
- ***READY FOR ACTION!***
- ***OFF-ROAD PUPS***
- ***WHEELS LIFE***
- ***LET'S ROX AND ROLL!***
- ***ROARIN' ADVENTURES***
- ***PUPS TO THE RESCUE!***

Note: Punctuation may be omitted if the design makes the phrasing and meaning clear (e.g. a line break might replace a period/full stop). Please consult your GCG contact if you have questions.



CHARACTER CG POSES

• Flop pose available



PAW_RW_SG_Grp_001_CGI.psb

CHARACTER CG POSES

- Available without pups driving
- Flop poses available



PAW_RW_SG_Grp_002a_CGI.psb

CHARACTER VECTOR POSES

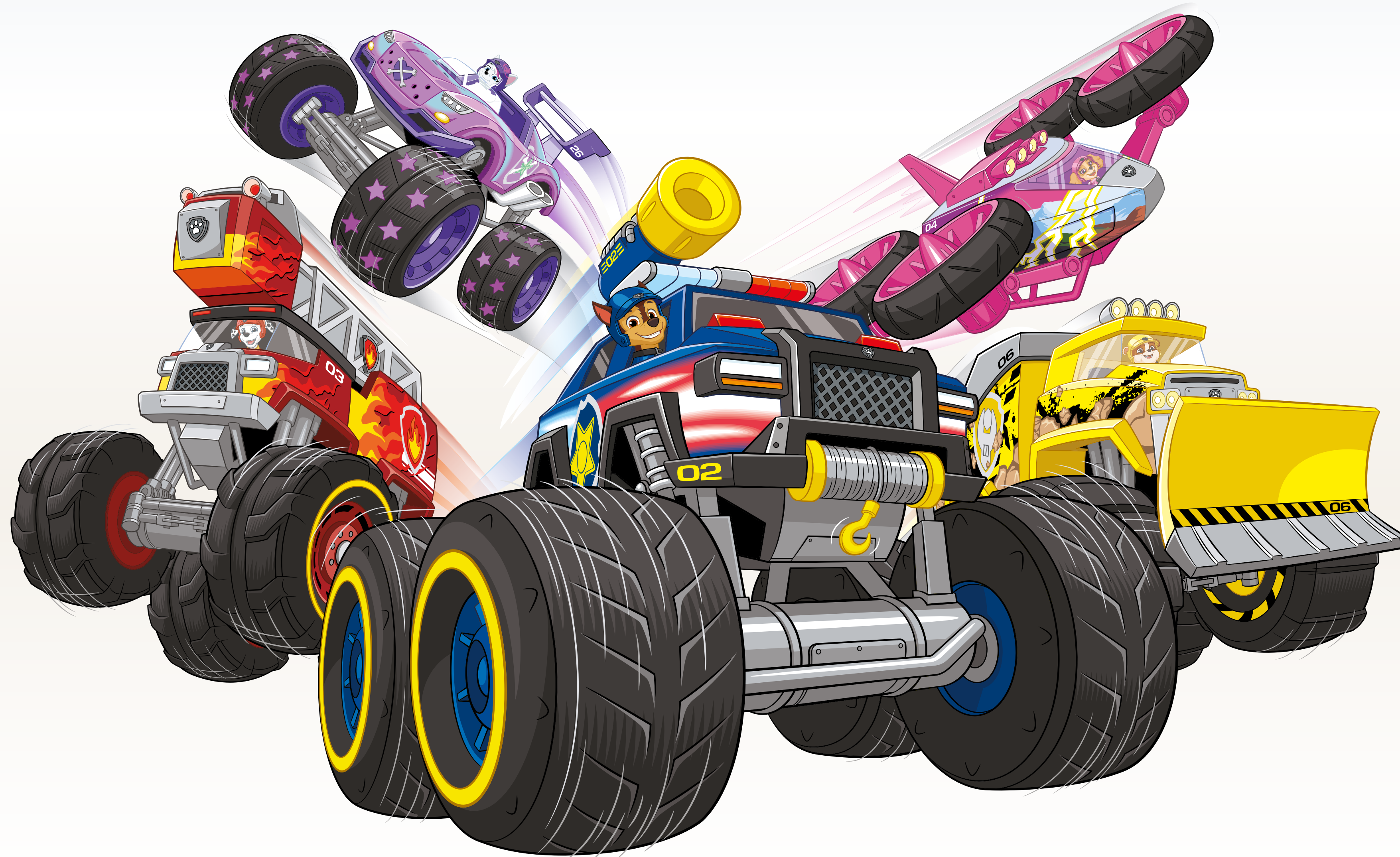
• Flop pose available



PAW_RW_SG_Grp_001.eps

CHARACTER VECTOR POSES

- Available without pups driving
- Flop poses available



PAW_RW_SG_Grp_002a.eps

SIZE GUIDE



Chase



Marshall



Rubble



Skye



Roxi

FOUR-COLOR CALLOUTS



Chase

Dark Fur, Mouth Holding Lines 50-85-100-35	Irises, Freckles 30-78-100-27
Dark Fur Shadow 56-91-100-46	Iris Highlights 19-68-85-5
Dark Fur and Nose 0-40-22-87	Uniform, Helmet, Pack 100-69-0-9
Light Fur 0-30-72-11	Uniform, Helmet, Pack Shadows 100-67-0-38
Light Fur Shadow 20-47-88-0	Uniform, Helmet, Pack Highlights 80-36-0-0
Light Fur Holding Lines 0-51-100-36	Uniform Lines, Helmet Interior 100-87-0-48
Inside of Ears 9-75-75-0	Collar 78-72-70-41
Paw Pads 0-60-45-18	Collar Shadow 71-65-64-68
Teeth, Eye Highlights, Uniform & Pack Details, Pack Number 0-0-0-0	Collar Highlight 0-0-0-77
Nose, Uniform, Helmet, Pack & Collar Holding Lines, Pupils, Number Shadow 0-0-0-100	Uniform, Helmet, & Pack Details 7-2-99-0
Nose Highlight 43-66-72-39	Uniform, Helmet, Pack Detail Shadow 16-17-94-0
Eyes & Teeth Shadows 25-2-0-0	Uniform Detail Highlights 1-1-29-0
Teeth Holding Line 0-1-0-43	Uniform Detail & Tag Star Holding Lines 0-26-100-26
Inside of Mouth 0-90-72-29	Uniform Shoulder Detail 7-0-0-0
Tongue 0-45-40-0	Uniform Detail Shadow 15-1-3-0
Tongue Shadow 8-64-46-0	Uniform Button 23-18-18-0
Tongue Holding Line 0-83-54-16	Uniform Button Shadow, Tag 46-37-36-2
	Tag Shadow 11-1-0-64



Marshall

Fur, Teeth, Eye Highlights, Uniform & Pack Details, Pack Number 0-0-0-0	Uniform, Helmet, Pack Shadows 25-100-100-0
Fur Shadow 11-7-10-0	Uniform, Helmet, Pack Holding Lines 0-97-100-50
Fur Holding Lines 23-2-0-77	Uniform, Helmet, Pack Highlights 0-70-45-0
Spots, Freckles, Pupils, Nose, Tag & Button Holding Lines, Number Shadow 0-0-0-100	Collar & Uniform Detail 4-7-100-0
Nose Highlight 62-59-56-34	Collar & Uniform Detail Shadows 10-18-100-0
Paw Pads Shadow 12-61-72-1	Collar & Uniform Detail Highlight 0-41-100-37
Inside of Ears 0-60-60-0	Collar & Uniform Detail Holding Lines 0-41-100-37
Eye, Teeth & Uniform Shadows 15-1-3-0	Uniform Lines 40-100-100-0
Teeth Holding Line 57-49-45-13	Tag Flame, Pack Detail 0-69-90-0
Inside of Mouth 23-88-96-15	Helmet Interior 35-100-100-10
Tongue 0-51-34-0	Uniform Shoulder Detail 7-0-0-0
Tongue Shadow 8-64-46-0	Uniform Button 23-18-18-0
Tongue Holding Line 0-83-54-16	Uniform Button Shadow, Tag 46-37-36-2
Irises 67-40-34-4	Tag Shadow 0-0-0-77
Iris Highlights 45-8-4-0	
Iris Holding Lines 8-64-46-0	
Uniform, Helmet, Pack 1-96-93-0	



Rubble

Dark Fur 22-67-99-9	Iris Highlights 22-78-90-11
Dark Fur Shadow 32-77-100-10	Uniform, Helmet, Pack 0-0-95-0
Dark Fur Holding Lines, Freckles 50-85-100-35	Uniform, Helmet, Pack Shadows 10-18-100-0
Light Fur 3-10-16-0	Uniform, Helmet, Pack Holding Lines 0-41-100-37
Light Fur Shadow 6-20-30-0	Uniform, Helmet, Pack Highlights 0-0-40-0
Light Fur Holding Lines 0-51-100-36	Helmet Interior 0-26-100-26
Inside of Ears, Paw Pads 12-61-72-1	Tool on Tag 40-33-33-0
Iris Holding Lines, Nose 0-40-22-87	Collar 42-42-38-28
Collar, Tag & Button Holding Lines, Nose, Pupils, Helmet Logo, Pack Number & Details 0-0-0-100	Collar Shadow 63-62-58-42
Nose Highlight 43-66-72-39	Uniform Lines 0-30-80-27
Teeth, Eye Highlights, Pack Details, Number Shadow 0-0-0-0	Uniform Details 0-50-100-0
Teeth Holding Line 57-49-45-13	Uniform Detail Shadow 0-0-70-100
Eye, Teeth & Uniform Shadows 15-1-3-0	Uniform Detail Highlights 0-25-50-0
Inside of Mouth 23-88-96-15	Uniform Shoulder Detail 7-0-0-0
Tongue 0-51-34-0	Uniform Button 23-18-18-0
Tongue Shadow 8-64-46-0	Uniform Button Shadow, Tag 46-37-36-2
Tongue Holding Line 0-83-54-16	Tag Shadow 0-0-0-77
Irises 33-85-97-43	



Skye

Dark Fur 10-42-76-0	Irises Highlights 9-64-0-0
Dark Fur Shadow 15-51-87-0	Iris Holding Lines 50-100-26-0
Dark Fur Holding Lines, Freckles 0-51-100-36	Uniform, Helmet, Pack 7-80-7-0
Medium Fur 1-23-49-0	Uniform, Helmet, Pack Shadows 15-94-12-0
Medium Fur Shadow 2-33-58-0	Uniform, Helmet, Pack Highlights 0-55-0-0
Light Fur 2-16-25-0	Uniform, Helmet, Pack Holding Lines 60-100-50-10
Light Fur Shadow 4-25-34-0	Helmet Interior 30-100-24-5
Eyelashes, Eyebrows, Nose 0-40-22-87	Uniform Lines 50-90-40-5
Nose, Tag, Button, & Collar Holding Lines, Pupils, Number Shadow 0-0-0-100	Collar & Uniform Details 1-37-2-0
Nose Highlight 59-64-65-26	Collar & Uniform Detail Shadows 4-47-5-0
Teeth, Eye Highlights, Pack Details, Pack Number, Tag Logo 0-0-0-0	Collar & Uniform Detail Highlights 0-15-0-0
Teeth Holding Line 57-49-45-13	Collar & Uniform Detail Holding Lines 10-55-0-0
Eye & Teeth Shadows 15-1-3-0	Uniform Details 33-79-0-0
Inside of Mouth 23-88-96-15	Uniform Detail Shadow 43-90-0-5
Tongue 0-51-34-0	Uniform Detail Highlights 16-38-0-0
Tongue Shadow 8-64-46-0	Uniform Detail Holding Lines 66-100-20-10
Tongue Holding Line 0-83-54-16	Uniform Button 55-0-50-0
Paw Pads 27-82-55-10	Uniform Button Shadow, Tag 46-37-36-2
Irises 27-90-13-0	Tag Shadow 0-0-0-77











Roxi

Fur 5-3-2-0	Helmet & Pack Highlights 40-45-0-0
Fur Shadow 19-9-10-0	Uniform, Helmet, Pack Holding Lines 100-100-25-50
Fur Holding Lines 36-16-16-15	Helmet Interior 95-100-0-10
Eye Highlights, Pack Details, Pack Number, Tag Bones 0-0-0-0	Uniform Lines 85-86-20-35
Inside of Ears 15-45-15-0	Uniform Highlights 45-50-0-0
Hair Streak, Collar, Uniform & Helmet Details 20-70-0-0	Uniform Details 30-15-0-0
Hair Streak, Collar, Uniform & Helmet Detail Shadows 30-85-0-0	Uniform Detail Shadows 40-25-0-0
Collar & Uniform Detail Highlights 12-40-0-0	Uniform Detail Highlights 15-7-0-0
Hair Streak, Collar & Uniform Detail Holding Lines 45-100-0-0	Uniform Detail Holding Lines 70-32-0-0
Nose, Tag, Button, & Collar Holding Lines, Pupils, Number Shadow, Beauty Mark, Eyebrows, Eyelashes 0-0-0-100	Uniform Button 23-18-18-0
Nose Highlight 62-59-56-34	Uniform Button Shadow, Tag 46-37-36-2
Eye Shadow 15-1-3-0	Tag Shadow 0-0-0-77
Irises 80-48-16-1	Helmet Logo Shadow 11-1-0-64
Iris Highlights 50-10-0-0	Tag 30-50-0-0
Iris Holding Lines 85-54-30-8	Tag Bones Holding Lines 25-20-20-0
Uniform, Helmet, Pack 65-70-0-0	Tag Star 55-0-50-0
Uniform, Helmet, Pack Shadows 85-90-0-0	Tag Star Holding Line 75-15-70-0

LIMITED-COLOR CALLOUTS











Chase

	White
	Black
	722
	4695
	422
	102
	177
	661










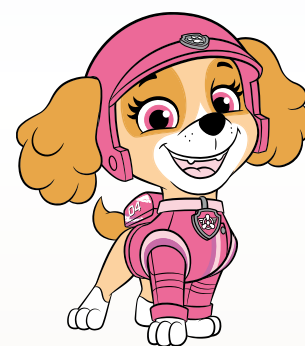
Rubble

	White
	Black
	722
	726
	422
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	177
	2013











Marshall

	White
	Black
	1788
	102
	177
	422
	2013









Skye

	White
	Black
	722
	156
	509
	212
	422
	2060



Roxi

	White
	Black
	4122
	2060
	509
	422

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LOGOS

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PAW_RW_LOGO_001_CMYK.eps

MONSTER MASH WORN

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 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789.-+*

SHENTOX

Available at myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.-+*

BLAK ULTRA

Available at myfonts.com

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AGENCY FB REGULAR

Available at myfonts.com

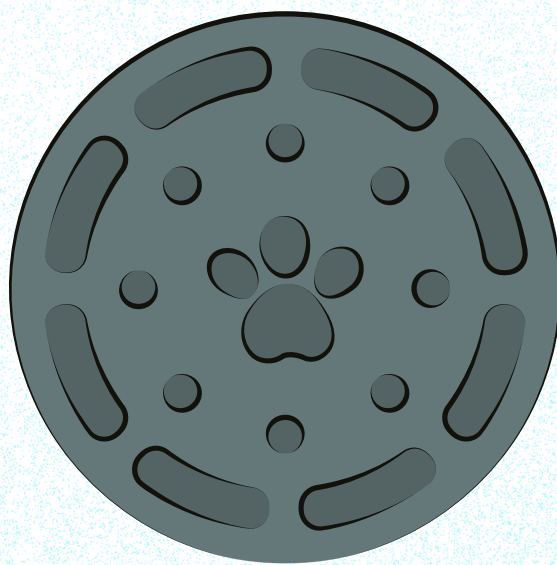
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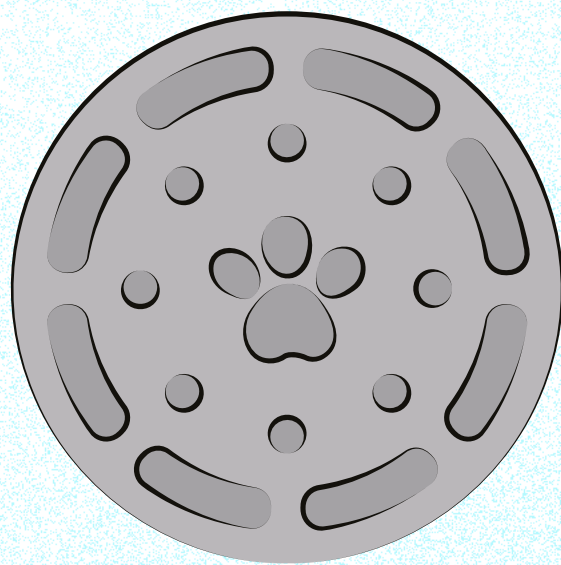
COLOR PALETTE



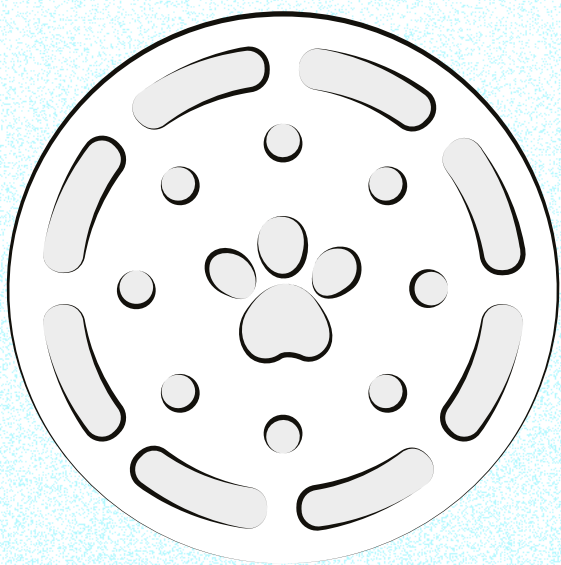
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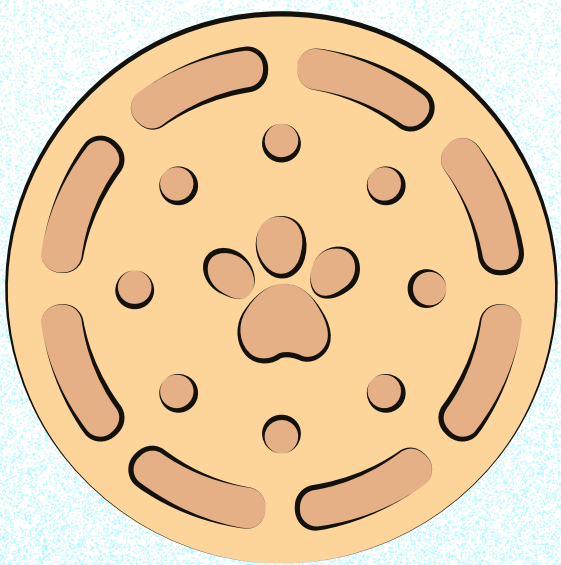
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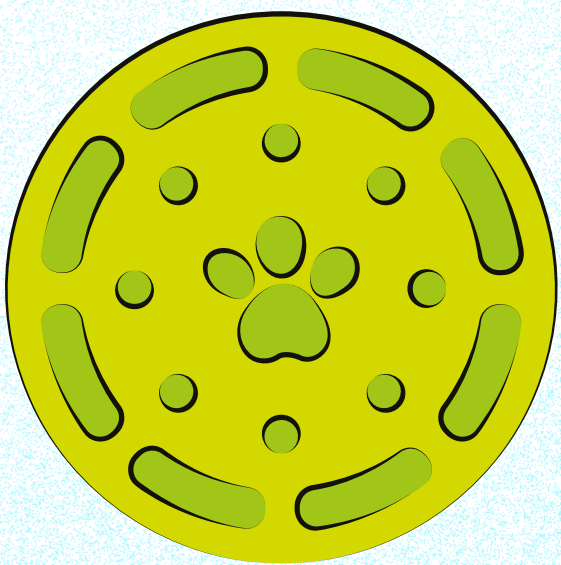
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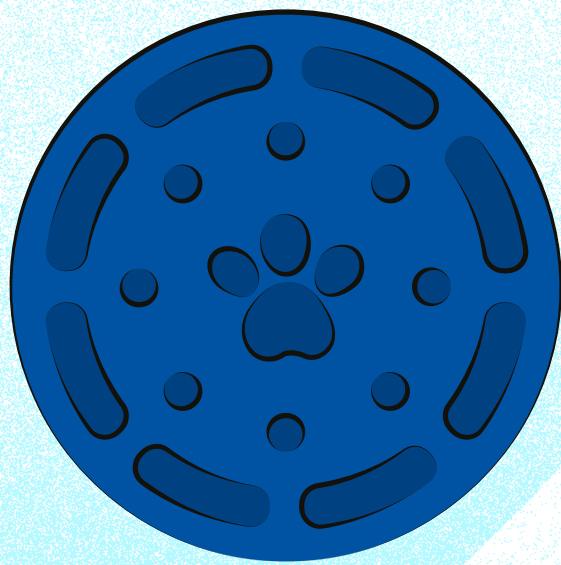
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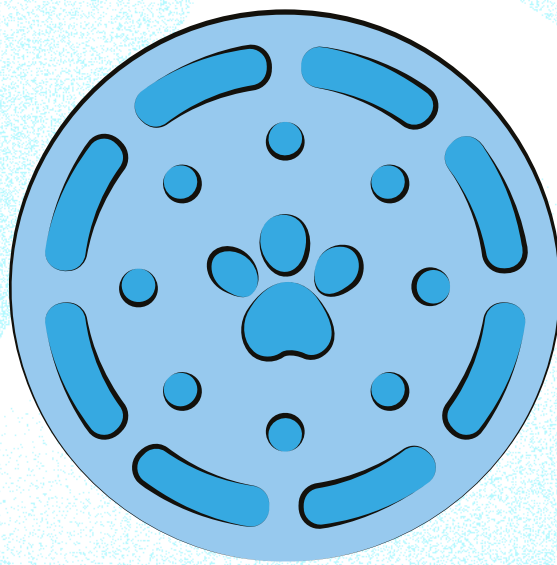
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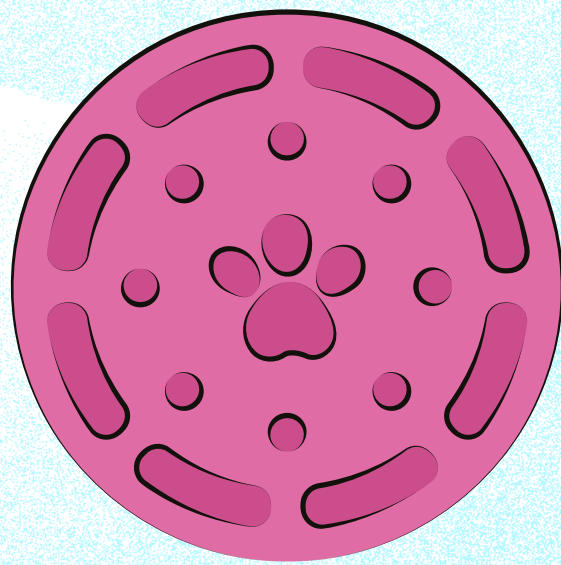
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C100-M67-Y0-K0
R0-G94-B174



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R222-G111-B171



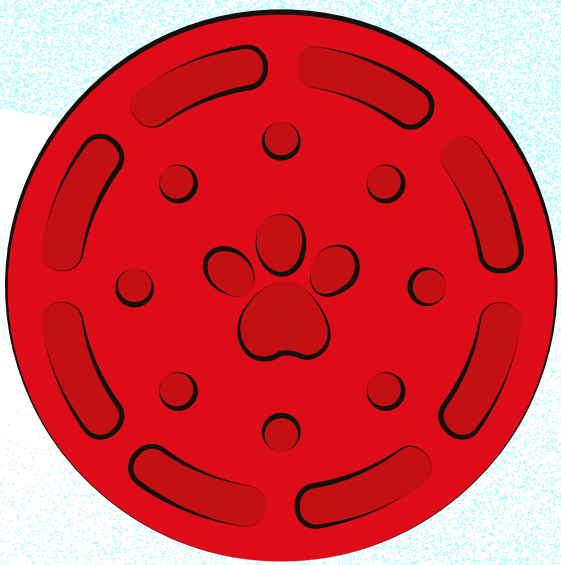
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R251-G222-B24



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R247-G148-B29



PANTONE 185C
C4-M100-Y98-K0
R228-G31-B40

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ICONS



RUBBLE
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CHASE
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ROXI
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SKYE
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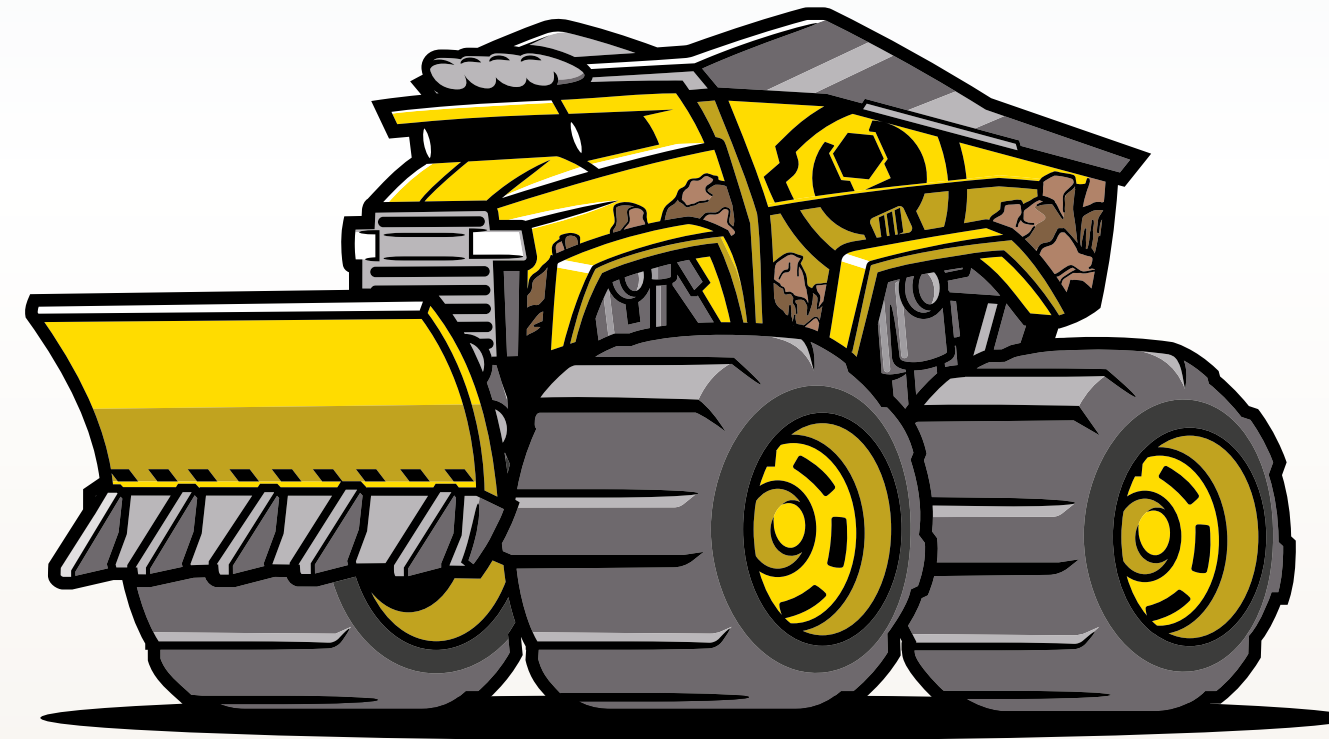


MARSHALL
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ICONS



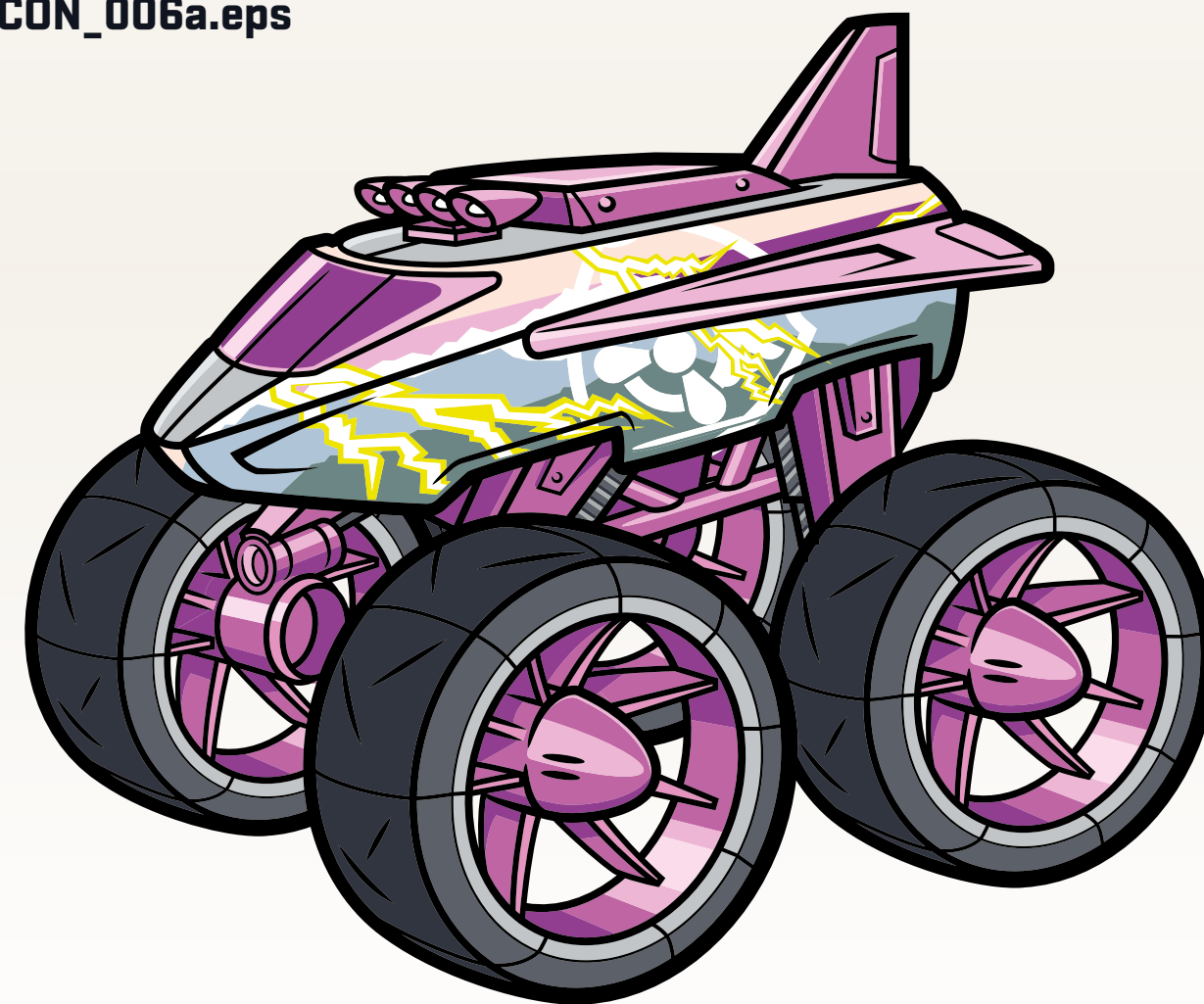
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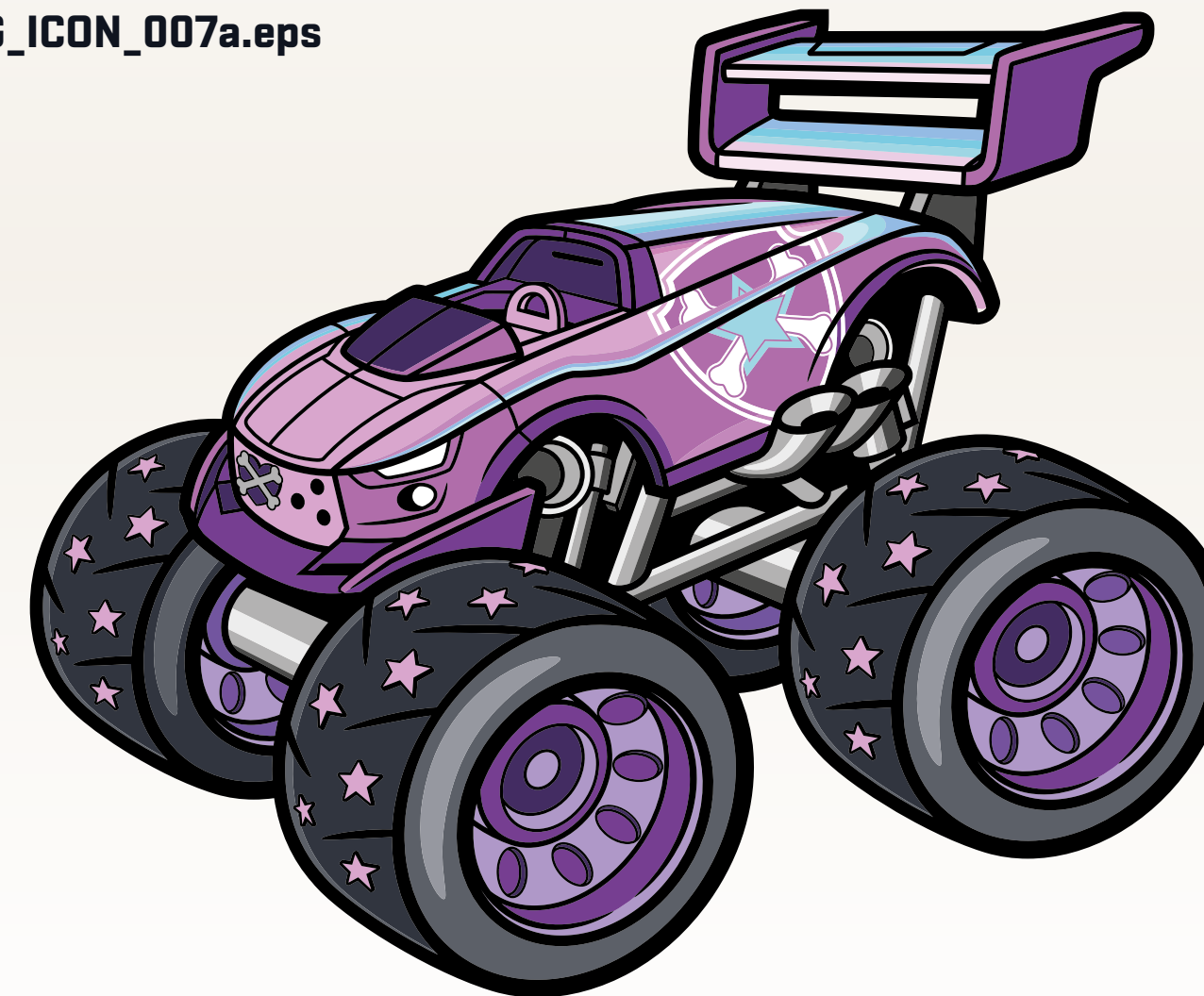
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MARSHALL
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SKYE
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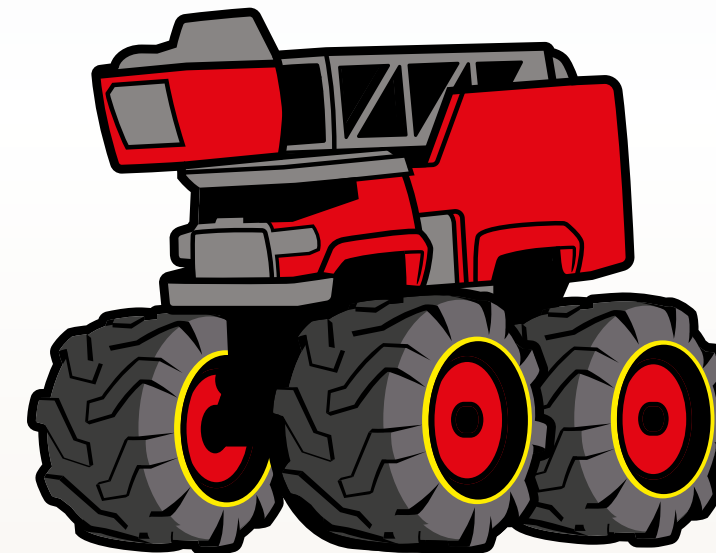
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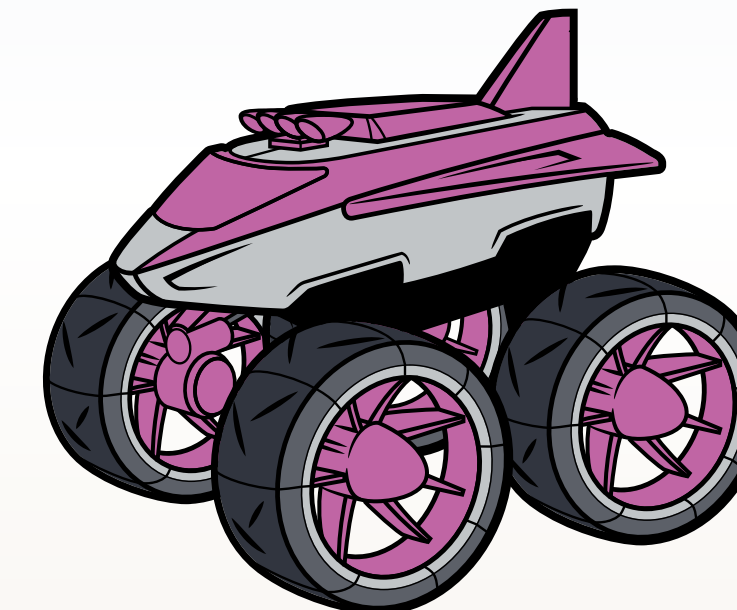
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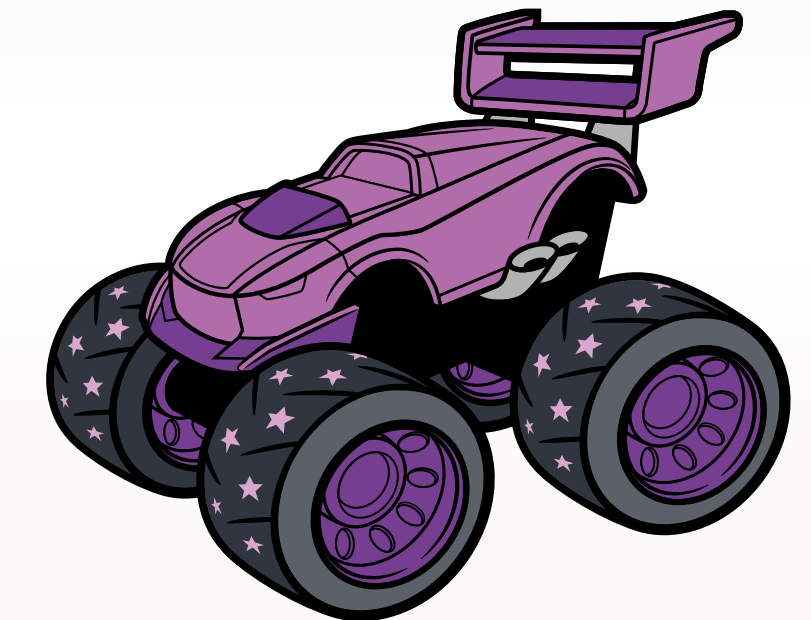
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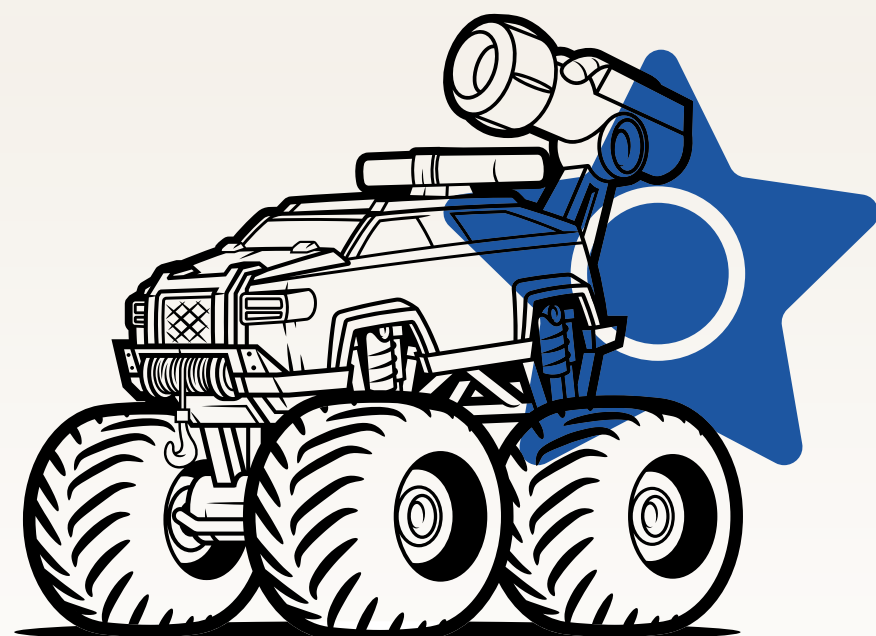
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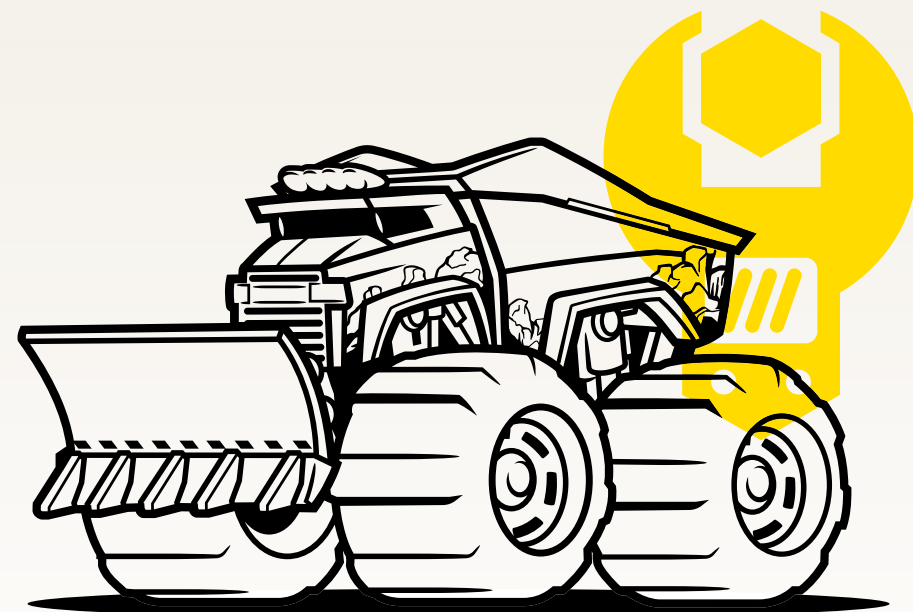
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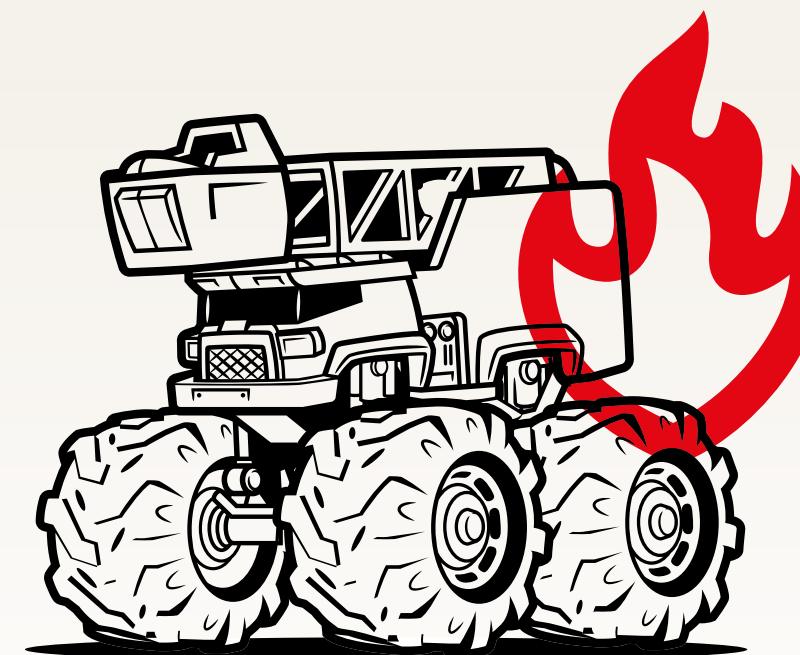
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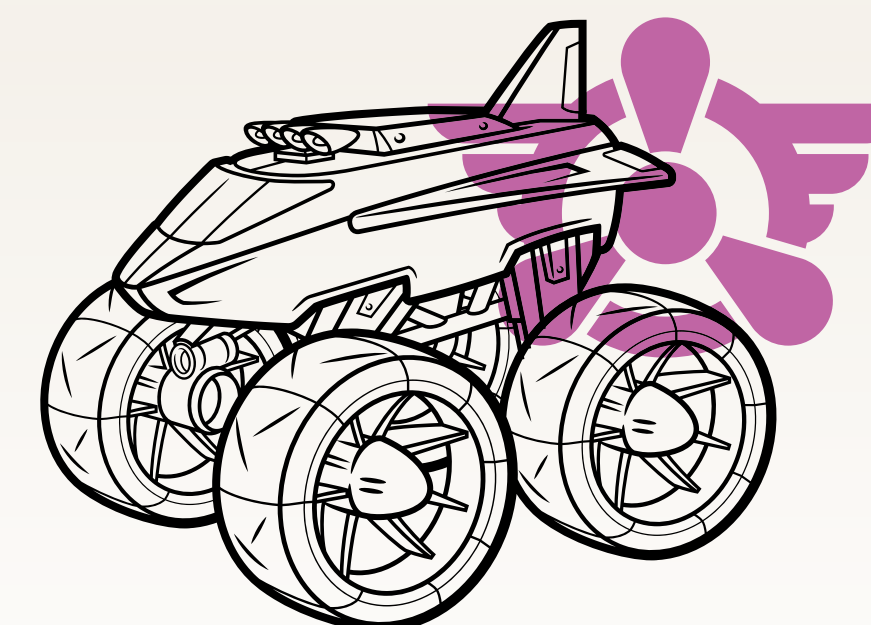
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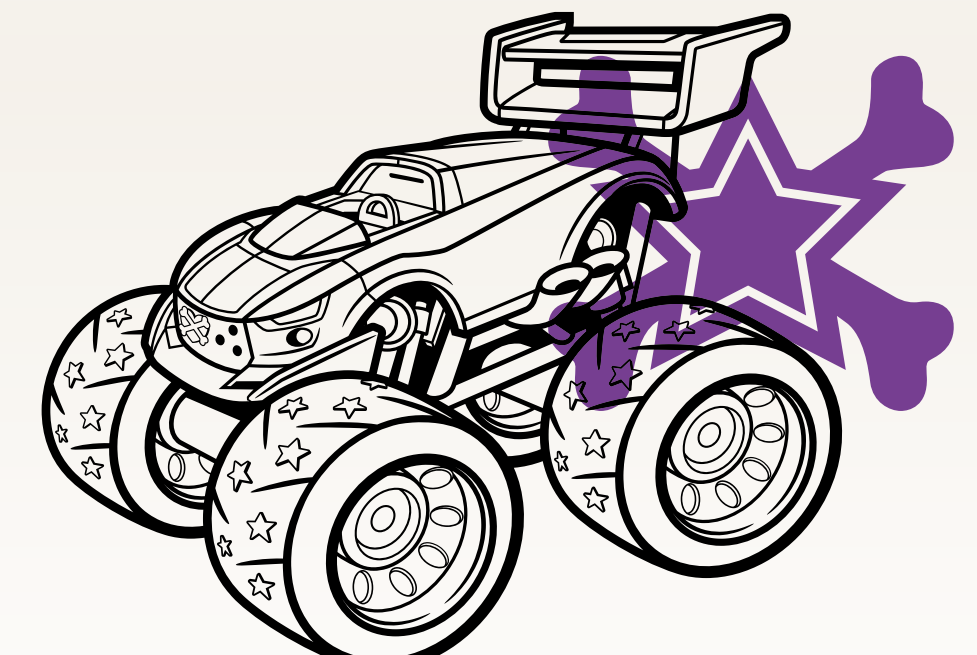
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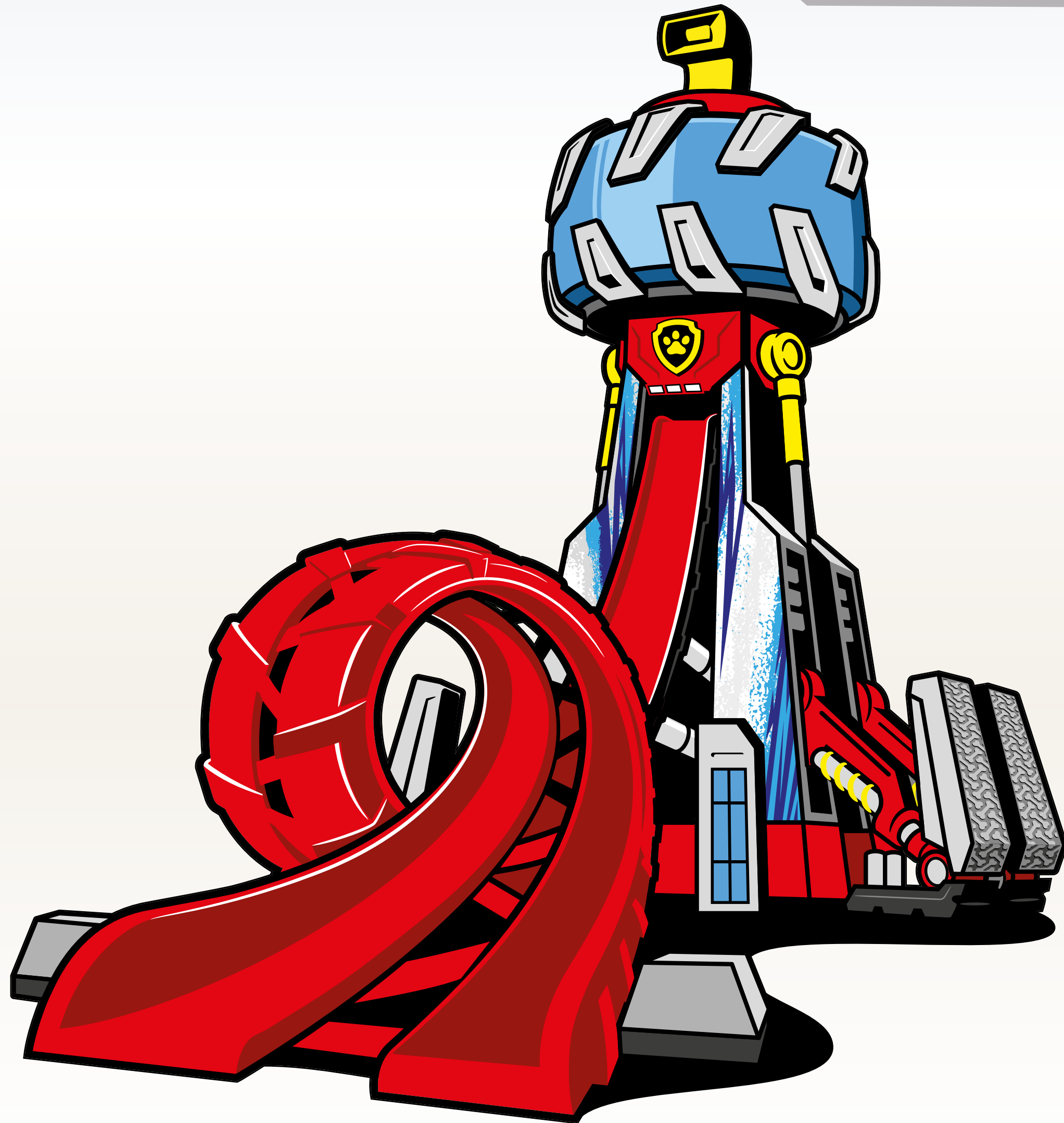


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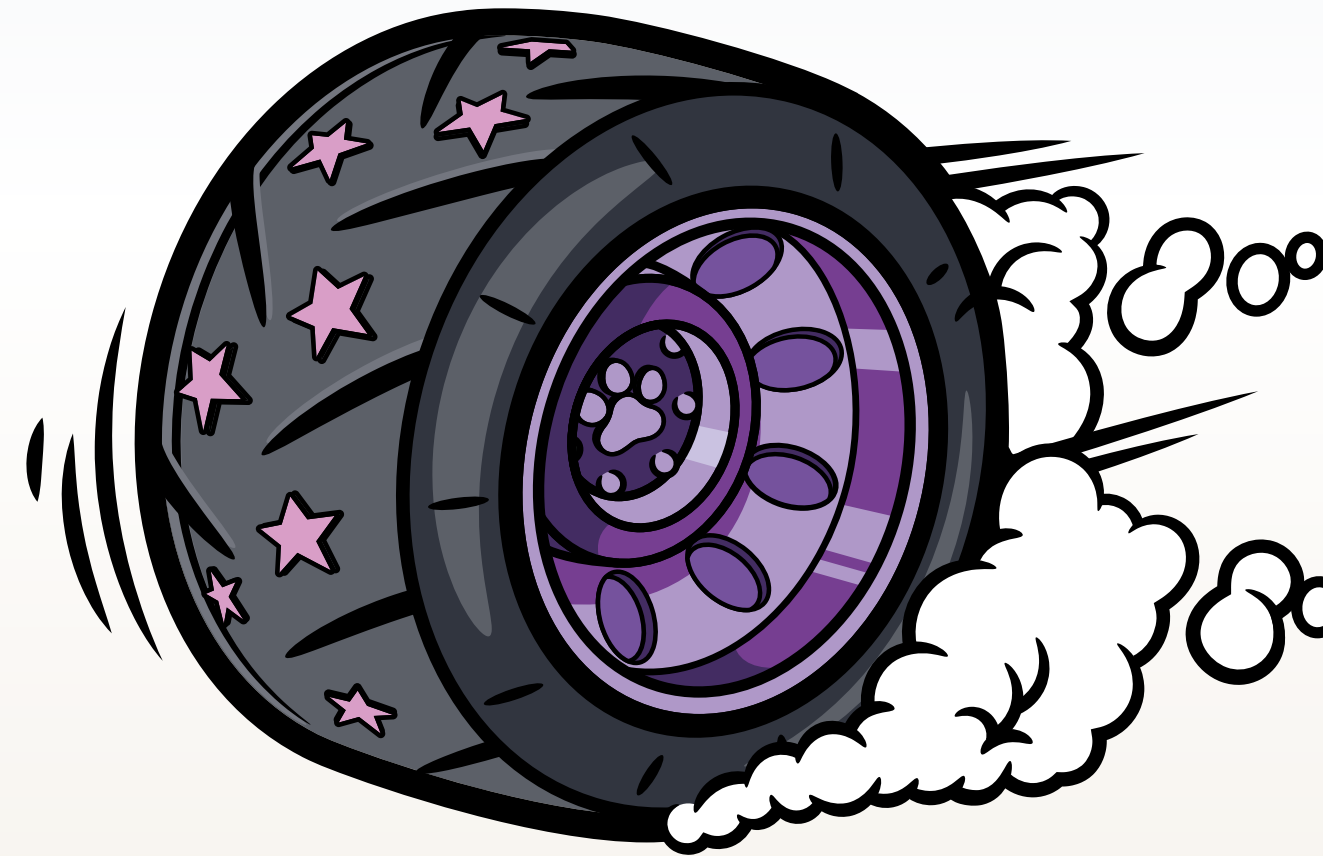


ROXI
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ICONS



HQ
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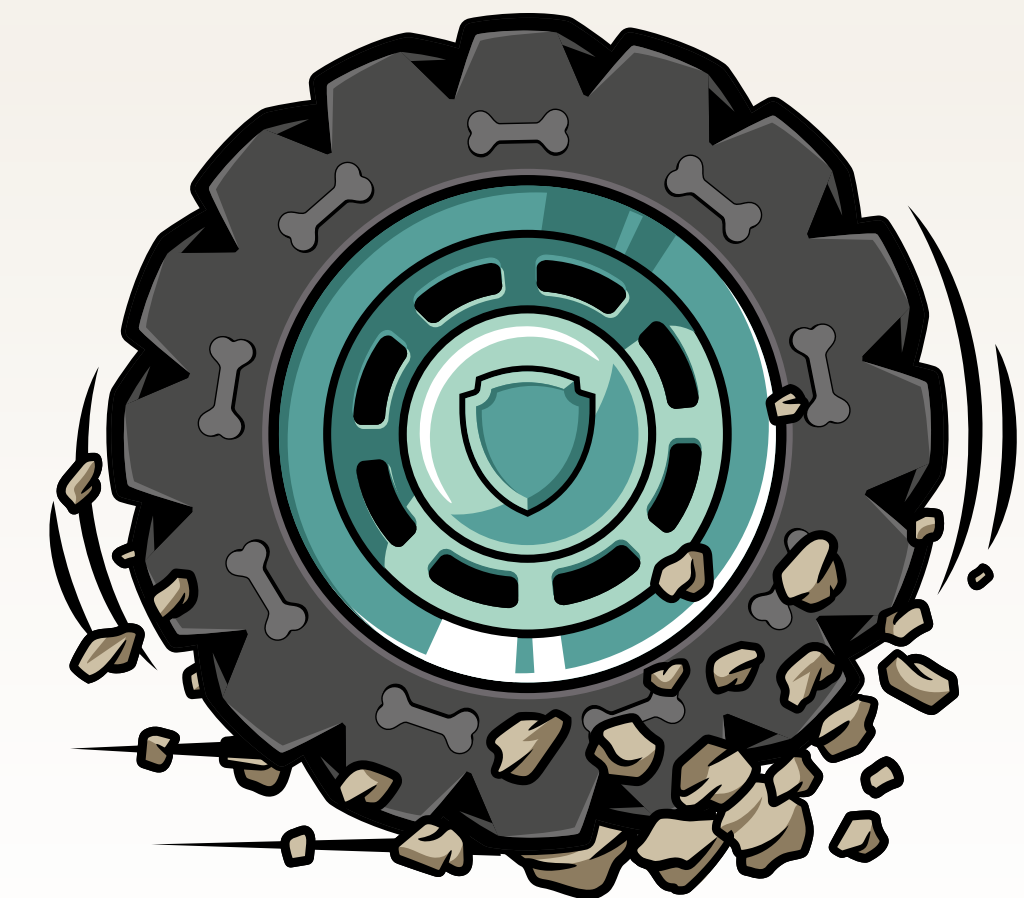
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ROXI
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BOOMER
PAW_RW_SG_ICON_014.eps



PAW_RW_SG_ICON_015.eps

GRAPHIC ELEMENTS



PAW_RW_SG_GE_001.eps



PAW_RW_SG_GE_002.eps



PAW_RW_SG_GE_003.eps



PAW_RW_SG_GE_004.eps



PAW_RW_SG_GE_005.eps

BADGES



CHASE
PAW_RW_SG_BADGE_001.eps



RUBBLE
PAW_RW_SG_BADGE_002.eps



MARSHALL
PAW_RW_SG_BADGE_003.eps



SKYE
PAW_RW_SG_BADGE_004.eps



ROXI
PAW_RW_SG_BADGE_005.eps

BADGES



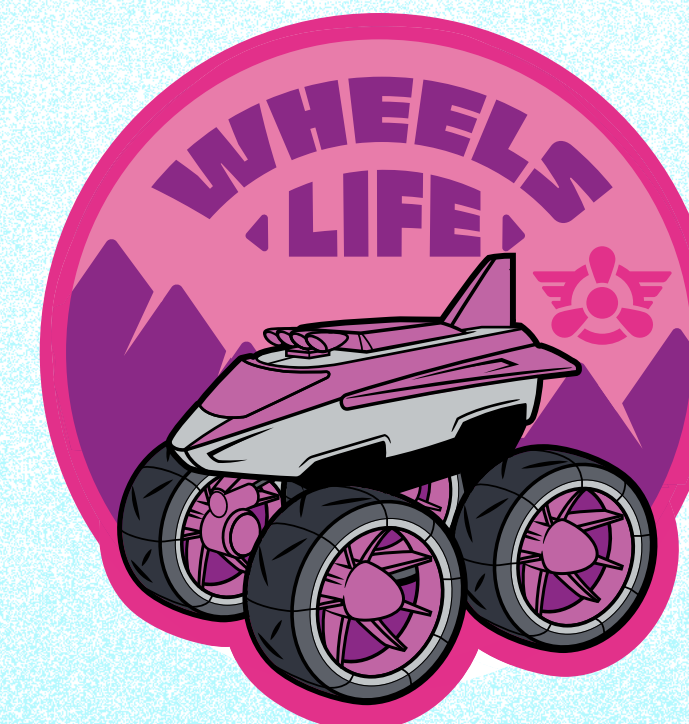
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MARSHALL
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SKYE
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ROXI
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TYPE TREATMENTS



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TYPE TREATMENTS



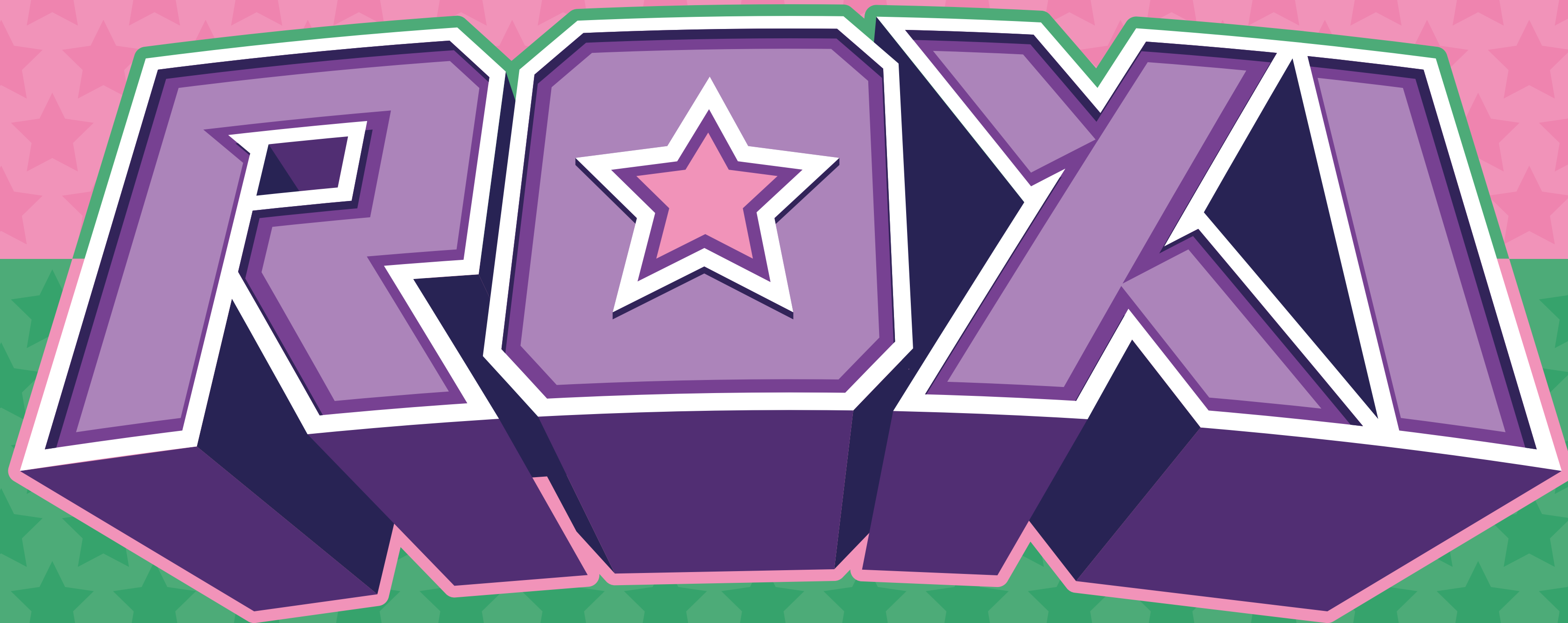
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TYPE TREATMENTS

RESCUE WHEELS
RULE!

PAW_RW_SG_TT_003.eps

TYPE TREATMENTS



PAW_RW_SG_TT_004.eps

PATCHES



PAW_RW_SG_PATCH_001.psd

PATCHES



PAW_RW_SG_PATCH_002.psd

PATCHES



PAW_RW_SG_PATCH_003.psd

PATCHES



RESCUE WHEELS

PAW_RW_SG_PATCH_004.psd

PATCHES



PAW_RW_SG_PATCH_005.psd



PAW_RW_SG_PATCH_006.psd

COMPOSITIONS



PAW_RW_SG_COMP_001.psd

COMPOSITIONS



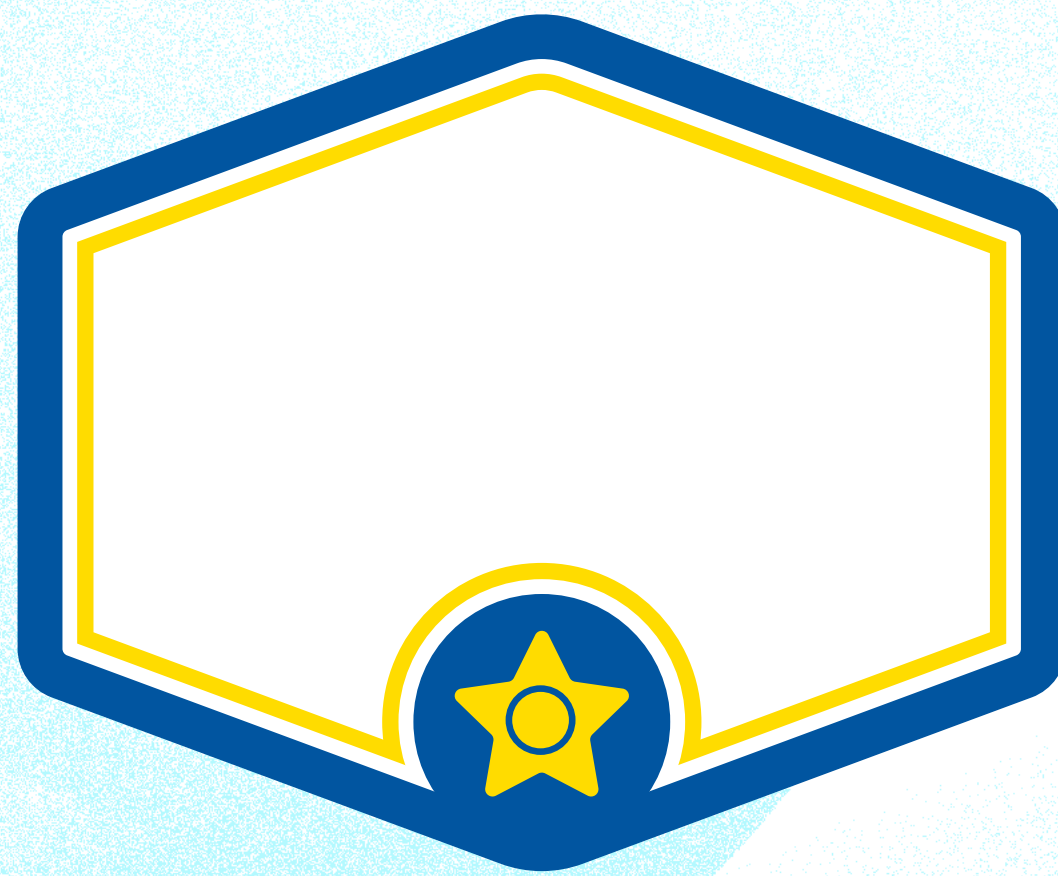
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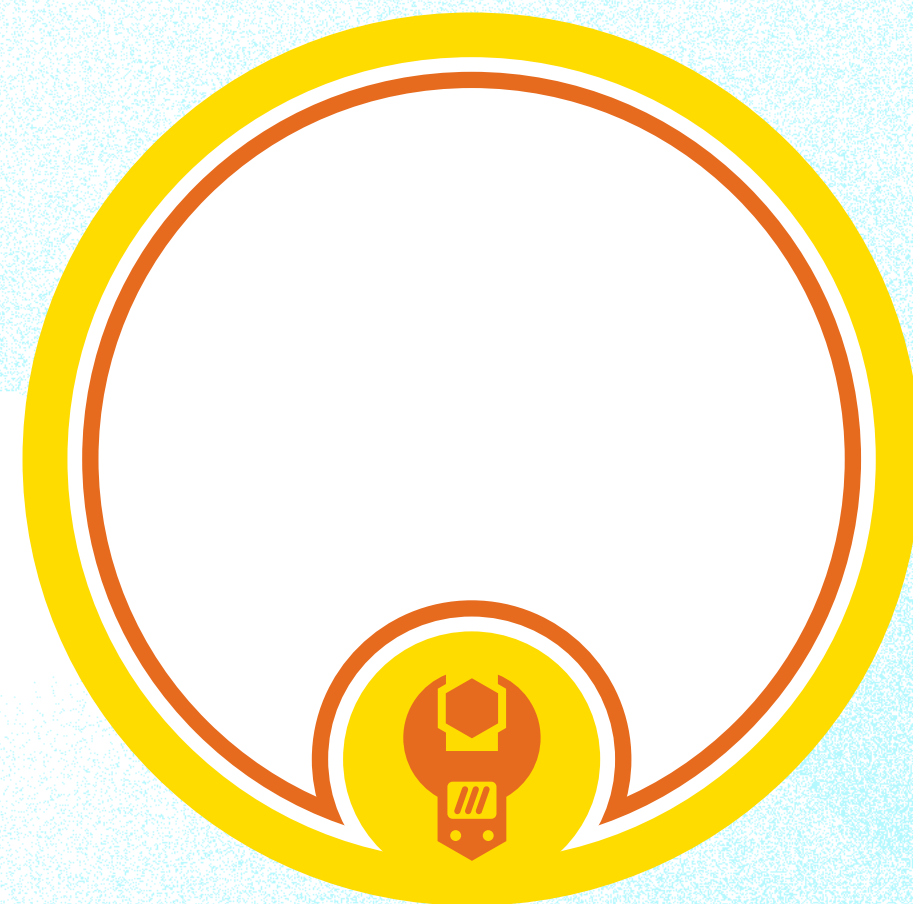


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HOLDING SHAPES



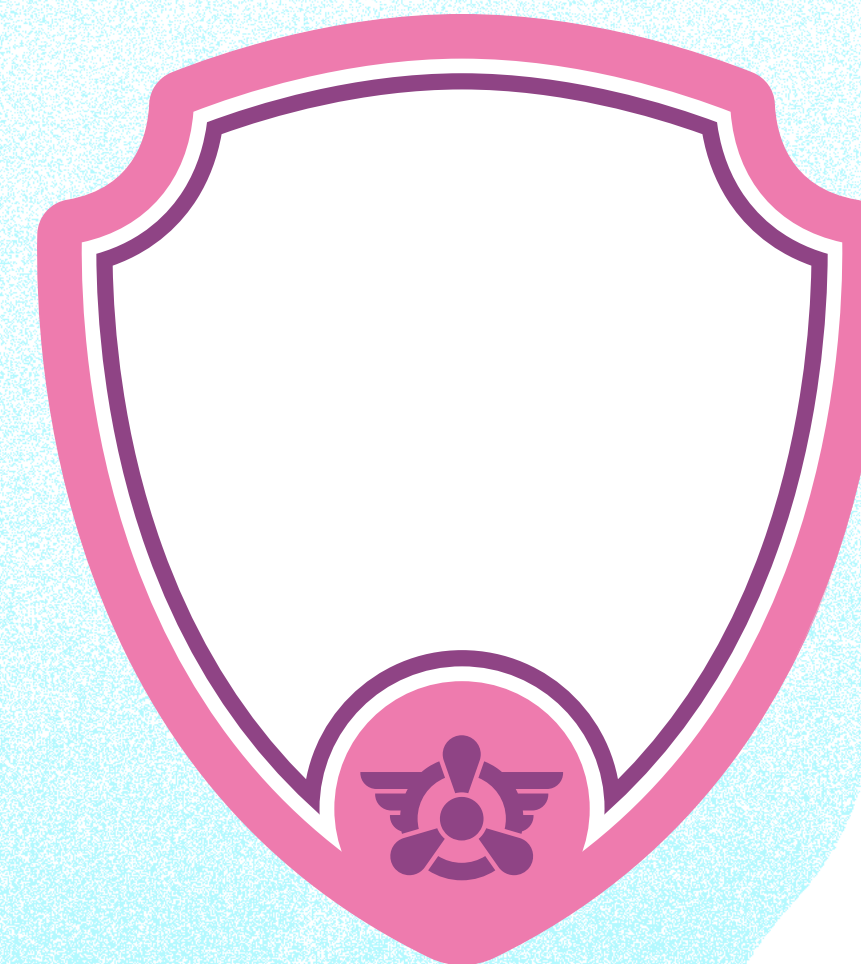
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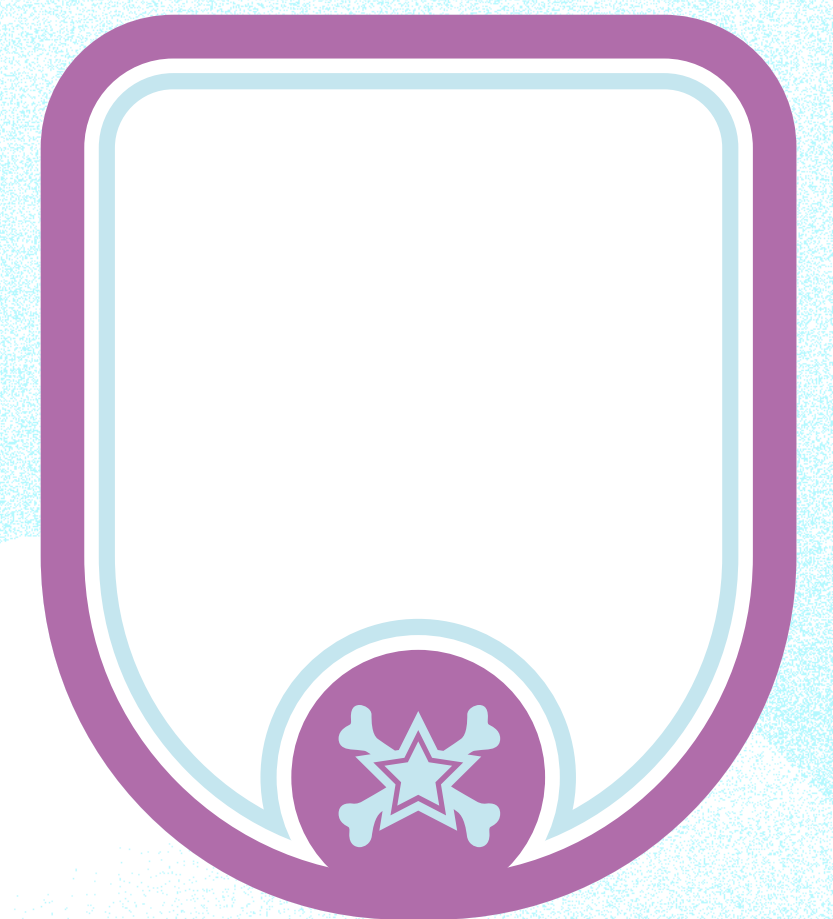
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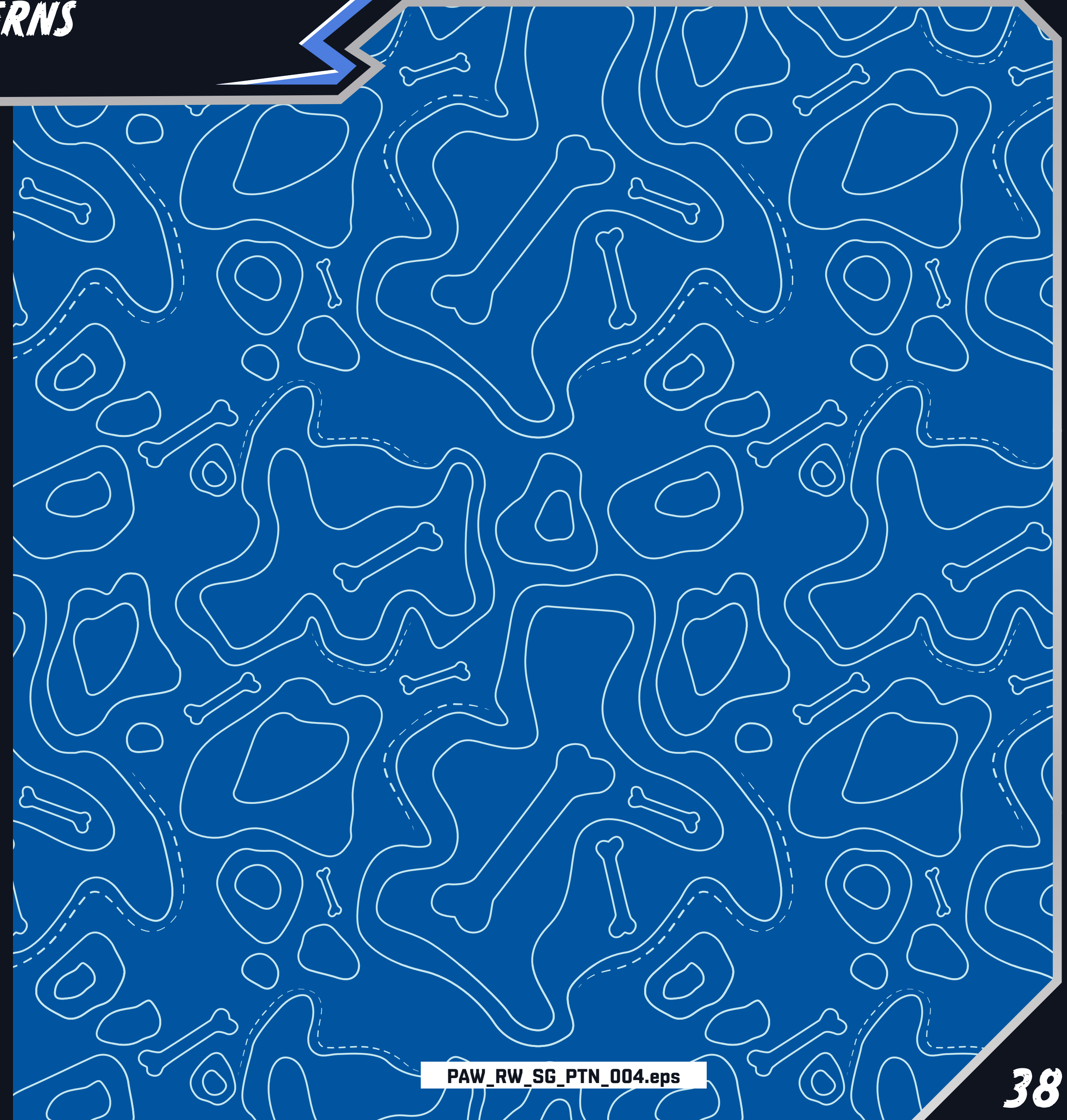
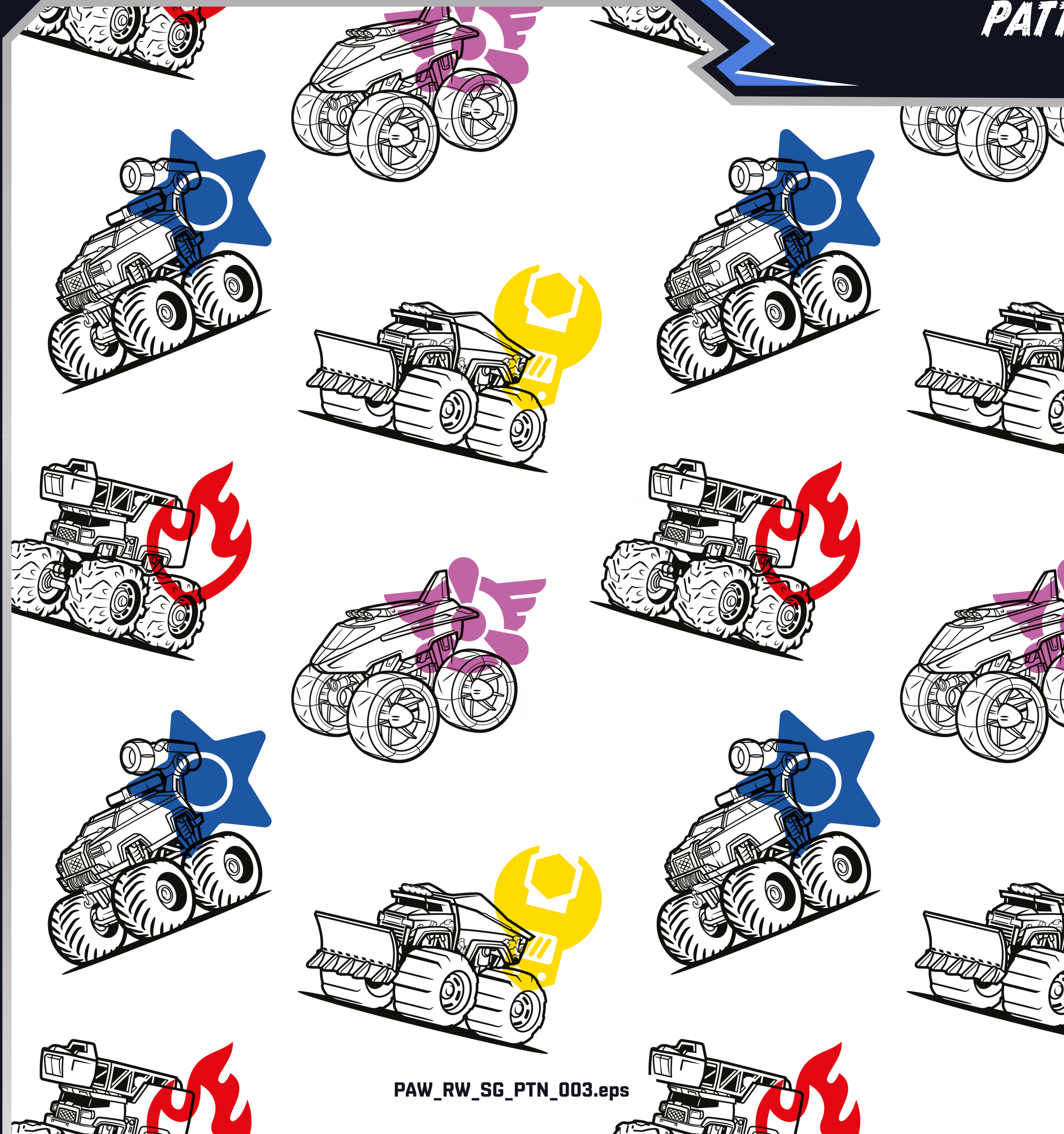


ROXI
PAW_RW_SG_HS_005.eps

PATTERNS



PATTERNS



DESIGN RULES

LOGOS

- Do not deconstruct the Rescue Wheels logo.
- Feature the complete logo.
- Consider using the logo on product to reinforce the theme.

CHARACTER ART

- Feature most popular pups: Chase, Skye, Marshall & Rubble in designs and in the foreground when using perspective.
- You may also include pup Roxi in designs.
- Always feature the pups driving the vehicles in designs.

PHRASES & TYPE

- Font Monster MashWorn gives a rugged feel, perfect for creating dynamic and adventurous typography.
- Fonts Black Ultra and Agency FB can be used to provide a bold look that relates to the big wheels thematic.
- Font Agency FB can also be used as secondary font to provide a PAW Patrol tech vibe when needed.
- Distort typography to simulate perspective on designs.
- Don't use more than 2 typographic treatments per phrase.

COLORS

- Feature pups with their signifying colors.
- Reduce the palette to allow focus on the pups' key colors.
- Greys and browns are included within the palette but designs can feature a wide spectrum of colors.
- When featuring Roxi, bring in purples, teals and pinks.
- Feature hard and grainy gradients.

GRAPHICS

- Include terrains and graphic elements in the designs to create environmental compositions.
- Incorporate mud splashes, tiny rock and bits of grass for an immersive and playful look.
- Create dynamic compositions fitting pups and vehicles by layering, scale playing and utilizing holding shapes.
- Boomer's wheel icon can be used to represent his mischievous character.
- Bring in rough textures in tonal colors within type and where desired on product.
- All assets in this guide are flexible and modular. Character art, icons, and other elements can be swaped to create new assets.

APPROVAL PROCEDURE

Any usage of the PAW Patrol characters' names or likenesses must be approved in writing in advance of use. Creative approval is based on character design that (a) follows models and colors, (b) uses correct relationships between characters, (c) is appropriately integrated with products and advertisements, and (d) uses the correct typefaces.

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NOTES

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